



**For Immediate Release
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**Contact: Nicole Hawkins
nicole@nicolehawkins.com
202-491-6980**

Simon's Soiree Returns February 8, 2014

Event Highlights Major Accomplishments, Honors Supports and Raises Awareness

February 5, 2014 - (Philadelphia, PA) – Simon's Fund will host its annual **Simon's Soiree: An Affair for the Heart** to raise awareness about and funds for Sudden Cardiac Arrest (SCA) in youth on Saturday, February 8 from 7:00PM – Midnight at the Sheraton Valley Forge in King of Prussia. The celebration will feature cocktails, dinner, dancing, special awards and an auction. Funds raised will help Simon's Fund continue to check hearts and save lives.

This year's *Protect This Heart Award Recipient* is David Epstein. A graduate of Evanston Township High, Epstein lost his friend and track training partner to SCA in 2000. He continued running track at Columbia University and following graduation, became a journalist. David joined *Sports Illustrated* in 2006 where he covered sports science, medicine and the Olympics. This year, David authored a book called *The Sports Gene*, a *New York Times* bestseller that looks inside the science of extraordinary athletic performance. Chapter 15 is titled the *Heartbreak Gene* and contemplates sudden cardiac death in athletes.

The evening's Master of Ceremonies is Michael Barkann, host/anchor of Comcast SportsNet and WIP's Mike & Ike Show. Barkann was named Pennsylvania's Sportscaster of the Year seven times. He has won several Emmy Awards including Outstanding Individual Achievement Sports Reporter, Outstanding Sports Feature, Outstanding Individual Achievement Host/Talk Program and Outstanding Talk Program

About Simon's Fund

Simon's Fund was established in 2005 in memory of Simon, son of Phyllis and Darren Sudman. The organization provides free heart screenings to children and sponsors medical research projects, hosts awareness events, works with major medical institutions and promotes legislation. It was behind the passage of the Sudden Cardiac Arrest Prevention Act in Pennsylvania and the introduction of such acts in seven other states. This is the first law in the country to protect student athletes from sudden cardiac arrest. To date, Simon's Fund has checked almost 8,000 hearts, helping 60 students discover heart conditions. For more information, visit www.simonsfund.org.